among the main target and the sub-target in response to determining that there is no main target in the main viewing area.

7. The display apparatus according to claim **1**, wherein the color selector is further configured to determine at least one among the main target and the sub-target by analyzing color distribution of the image whenever a scene is changed in the image.

8. The display apparatus according to claim **1**, wherein the color selector is further configured to set a circular area having a diameter equal to a length of the display panel to display the image as a main viewing area.

9. The display apparatus according to claim **1**, wherein the color converter is further configured to set different degrees of color conversion for the main target and the sub-target.

10. The display apparatus according to claim **1**, wherein the color converter is further configured to perform color conversion based on preset color conversion rates for the main target and the sub-target.

11. The display apparatus according to claim **1**, wherein the color converter is further configured to perform color conversion to have a distance between a color of the main target and a preferred color for the main target shorter than a distance between a color of the sub-target and a preferred color for the sub-target in a color space.

12. The display apparatus according to claim **5**, wherein the color converter is further configured to perform color conversion to have a distance between a color of the main target and the main color shorter than a distance between a color of the sub-target and the sub-color in the color space.

13. The display apparatus according to claim **1**, wherein the color converter is further configured to maintain degrees of color conversion for the main target and the sub-target until a scene is changed in the image.

14. A method of controlling a display apparatus, the method comprising:

selecting a preferred color corresponding to at least one among a main target and a sub-target determined in an image based on color distribution;

performing color conversion by setting a degree of color conversion of at least one among the main target and the sub-target and converting a color of the at least one among the main target and the sub-target in the image based on the set degree of color conversion; and

displaying the image via a display panel.

15. The method according to claim **14**, wherein the selecting the preferred color comprises determining at least one among the main target and the sub-target by analyzing color distribution of a main viewing area in the image.

16. The method according to claim **14**, wherein the selecting the preferred color comprises determining at least one among the main target and the sub-target based on at least one among a distribution amount and a distribution degree of colors in a main viewing area of the image.

17. The method according to claim **14**, wherein the selecting the preferred color comprises analyzing distribution amounts and distribution degrees of colors in a main viewing area of the image, setting priorities to the analyzed distribution amounts and distribution degrees of colors, and determining the main target and the sub-target based on the set priorities.

18. The method according to claim **15**, wherein the selecting the preferred color comprises analyzing color distribution of the entire viewing area and determining at least one among the main target and the sub-target upon determination that there is no main target in the main viewing area.

19. The method according to claim **14**, wherein the selecting the preferred color comprises determining at least one among the main target and the sub-target by analyzing color distribution of the image whenever a scene is changed in the image.

20. The method according to claim **14**, wherein the performing the color conversion comprises setting different degrees of color conversion for the main target and the sub-target.

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